
[Return to the USPTO NPL Page](#) | [Help](#)
[Basic](#)[Advanced](#)[Topics](#)[Publications](#)[My Research](#)

0 marked items

Interface language:

English

[What's new](#)

Databases selected: Multiple databases...

## Results

295 documents found for: ("transfer function" or regress\*) AND (promot\* OR advertis\* OR marketing) AND (effect\* OR impact) AND (lag) AND PDN(<1/1/2000) AND PUB(Market\* OR advert\* OR statist\*)

[Set up Alert](#)[About](#)

All sources  Scholarly Journals  Trade Publications

Mark  0 marked items: Email / Cite /  
all Export

Show only full  
text

Sort results by: [Most relevant first](#)

- 
1. **Confidence Interval for the Total Advertising Impact and Its Mean Duration Under Koyck Models**  
*McCann, John M., Morey, Richard C., Raturi, Amitabh S.* **Academy of Marketing Science. Journal.** Greenvale: Fall 1991. Vol. 19, Iss. 4; p. 333 (8 pages)
- [Abstract](#)
- 
2. **Modelling the Effects of Advertising: Some Methodological Issues**  
*Hooley, G. J., Wilson, N., Wigodsky, P.* **Market Research Society. Journal of the Market Research Society.** Jan 1988. Vol. 30, Iss. 1; p. 45 (14 pages)
- [Abstract](#)
- 
3. **Estimating An Autoregressive Current Effects Model Of Sales**  
*Vanhonacker, Wilfried R.* **JMR, Journal of Marketing Research.** Chicago: Aug 1988. Vol. 25, Iss. 3; p. 301 (7 pages)
- [Page Image - PDF](#) [Text+Graphics](#) [Abstract](#)
- 
4. **The long-term impact of promotion and advertising on consumer brand choice**  
*Carl F Mela, Sunil Gupta, Donald R Lehmann.* **JMR, Journal of Marketing Research.** Chicago: May 1997. Vol. 34, Iss. 2; p. 248 (14 pages)
- [Text+Graphics](#) [Page Image - PDF](#) [Abstract](#)
- 
5. **Consumption Self-Control by Rationing Purchase Quantities of Virtue and Vice; Abstract**  
*Klaus Wertenbroch.* **Marketing Science (1986-1998).** Linthicum: Fall 1998. Vol. 17, Iss. 4; p. 317 (21 pages)
- [Article image - PDF](#) [Page Image - PDF](#) [Abstract](#)
- 
6. **The drug lag: A 20-year analysis of six country markets**  
*Popper, Kathleen M LaFrancis, Nason, Robert W.* **Journal of Public Policy & Marketing.** Chicago: Fall 1994. Vol. 13, Iss. 2; p. 290 (10 pages)
- [Full text](#) [Abstract](#)
- 
7. **THE MEASUREMENT AND DETERMINANTS OF BRAND EQUITY: A FINANCIAL APPROACH**  
*CAROL J SIMON, MARY W SULLIVAN.* **Marketing Science (1986-1998).** Linthicum: Winter 1993. Vol. 12, Iss. 1; p. 28 (25 pages)
- [Article image - PDF](#) [Page Image - PDF](#) [Abstract](#)
- 
8. **Applications MULTIPRODUCT ADVERTISING BUDGETING**  
*PETER DOYLE, JOHN SAUNDERS.* **Marketing Science (1986-1998).** Linthicum: Spring 1990. Vol. 9,

Iss. 2; p. 97 (17 pages)

Article image - PDF

Page Image - PDF

Abstract

---

9. **UNTANGLING THE EFFECTS OF PURCHASE REINFORCEMENT AND ADVERTISING CARRYOVER**

**MOSHE GIVON, DAN HORSKY.** *Marketing Science (1986-1998).* Linthicum: Spring 1990. Vol. 9, Iss. 2; p. 171 (17 pages)

Article image - PDF

Page Image - PDF

Abstract

---

10. **MODELING ASYMMETRIC COMPETITION**

**GREGORY S CARPENTER, LEE G COOPER, DOMINIQUE M HANSENS, DAVID F MIDGLEY.** *Marketing Science (1986-1998).* Linthicum: Fall 1988. Vol. 7, Iss. 4; p. 393 (20 pages)

Article image - PDF

Page Image - PDF

Abstract

---

11. **Applications THE NAVY ENLISTMENT MARKETING EXPERIMENT**

**VINCENT P CARROLL, AMBAR G RAO, HAU L LEE, ARTHUR SHAPIRO, BARRY L BAYUS.** *Marketing Science (pre-1986).* Linthicum: Fall 1985. Vol. 4, Iss. 4; p. 352 (23 pages)

Article image - PDF

Page Image - PDF

Abstract

---

12. **Forecasting dynamic market share relationships**

**Nobuhiko Terui.** *Marketing Intelligence & Planning.* Bradford: 2000. Vol. 18, Iss. 2; p. 67

Full text

Abstract

---

13. **A marketing decision support system for pricing new pharmaceutical products**

**Sanjay K Rao.** *Marketing Research.* Chicago: Winter 2000. Vol. 12, Iss. 4; p. 22 (8 pages)

Text+Graphics

Page Image - PDF

Abstract

---

14. **Accessibility: An alternative method of ranking marketing journals?**

**Michael Jay Polonsky, Gary Jones, Megan J Kearsley.** *Journal of Marketing Education.* Boulder: Dec 1999. Vol. 21, Iss. 3; p. 181 (13 pages)

Text+Graphics

Page Image - PDF

Abstract

---

15. **Individually randomized intervention trials for disease prevention and control**

**G.L. Anderson, R.L. Prentice.** *Statistical Methods in Medical Research.* London: Dec 1999. Vol. 8, Iss. 4; p. 287

Page Image - PDF

Abstract

---

16. **Wealth effects of the passage of the Nutrition Labeling and Education Act of 1990 for large U.S. multinational food corporations**

**WaQar I Ghani, Nancy M Childs.** *Journal of Public Policy & Marketing.* Chicago: Fall 1999. Vol. 18, Iss. 2; p. 147 (12 pages)

Text+Graphics

Page Image - PDF

Abstract

---

17. **A regulatory perspective on pharmacokinetic/pharmacodynamic modelling**

**S. Machado, R. Miller, C. Hu.** *Statistical Methods in Medical Research.* London: Sep 1999. Vol. 8, Iss. 3; p. 217

Page Image - PDF

Abstract

---

18. **Harvest contract price volatility for cotton**

**Hudson, Darren, Coble, Keith.** *The Journal of Futures Markets.* Hoboken: Sep 1999. Vol. 19, Iss. 6; p. 717 (17 pages)

Full text

Abstract

19. **Market Orientation: Scale Invariance and Relationship to Generic Strategies Across Two Countries**  
*Dr. Felix Tinoziva Mavondo. Journal of Market - Focused Management.* Boston: Aug 1999. Vol. 4, Iss. 2; p. 125  
 [Article image - PDF](#)  [Abstract](#)
- 
20. **Bounded Rationality Modeling**  
*Bertrand Munier, Reinhard Selten, D. Bouyssou, P. Bourgine, et al. Marketing Letters.* Boston: Aug 1999. Vol. 10, Iss. 3; p. 233  
 [Article image - PDF](#)  [Abstract](#)
- 
21. **Is the Australian wool futures market efficient as a predictor of spot prices?**  
*Graham-Higgs, Jeremy, Rambaldi, Alicia, Davidson, Brian. The Journal of Futures Markets.* Hoboken: Aug 1999. Vol. 19, Iss. 5; p. 565 (18 pages)  
 [Full text](#)  [Abstract](#)
- 
22. **The contingency value of complementary capabilities in product development**  
*Christine Moorman, Rebecca J Slotegraaf. JMR, Journal of Marketing Research.* Chicago: May 1999. Vol. 36, Iss. 2; p. 239 (19 pages)  
 [Text+Graphics](#)  [Page Image - PDF](#)  [Abstract](#)
- 
23. **A Comparison of Conjoint Methods When There Are Many Attributes**  
*MADELEINE E. PULLMAN, KIMBERLY J. DODSON, WILLIAM L. MOORE. Marketing Letters.* Boston: May 1999. Vol. 10, Iss. 2; p. 125  
 [Article image - PDF](#)  [Abstract](#)
- 
24. **The temporal relationship between derivatives trading and spot market volatility in the U.K.: Empirical analysis and Monte Carlo evidence**  
*Kyriacou, Kyriacos, Sarno, Lucio. The Journal of Futures Markets.* Hoboken: May 1999. Vol. 19, Iss. 3; p. 245 (26 pages)  
 [Full text](#)  [Abstract](#)
- 
25. **Antecedents and consequences of marketing strategy making: A model and a test**  
*Anil Menon, Sundar G Bharadwaj, Phani Tej Adidam, Steven W Edison. Journal of Marketing.* Chicago: Apr 1999. Vol. 63, Iss. 2; p. 18 (23 pages)  
 [Text+Graphics](#)  [Page Image - PDF](#)  [Abstract](#)
- 
26. **Attribute-level performance satisfaction, and behavioral intentions over time: A consumption-system approach**  
*Vikas Mittal, Pankaj, Michael Tsilos. Journal of Marketing.* Chicago: Apr 1999. Vol. 63, Iss. 2; p. 88 (14 pages)  
 [Text+Graphics](#)  [Page Image - PDF](#)  [Abstract](#)
- 
27. **Marketing's influence within the firm**  
*Christian Homburg, John P Workman Jr, Harley Krohmer. Journal of Marketing.* Chicago: Apr 1999. Vol. 63, Iss. 2; p. 1 (17 pages)  
 [Text+Graphics](#)  [Page Image - PDF](#)  [Abstract](#)
- 
28. **A Note on the Relationship between Firm Diversification and Corporate Advertising Expenditures**  
*JAGMOHAN S. RAJU, SANJAY K. DHAR. Marketing Letters.* Boston: Feb 1999. Vol. 10, Iss. 1; p. 35  
 [Article image - PDF](#)  [Abstract](#)
- 
29. **Let's use CQI in our statistics programs / discussion / reply**

Robert V Hogg, H Joseph Newton, George W Cobb, G Rex Bryce, et al. **The American Statistician**. Alexandria: Feb 1999. Vol. 53, Iss. 1; p. 7 (22 pages)

[Text+Graphics](#)[Page Image - PDF](#)[Abstract](#)

30. **Efficiency tests in the Spanish futures markets**

Lee, Chun I, Mathur, Ike. **The Journal of Futures Markets**. Hoboken: Feb 1999. Vol. 19, Iss. 1; p. 59 (19 pages)

[Full text](#)[Abstract](#)

1-30 of 295

&lt; First | &lt; Previous 1 2 3 4 5 6 7 8 9 10 Next &gt;

Want an alert for new results sent by email? [Setup Alert](#) [About](#)Results per page: [30](#) **Advanced Search**Tools: [Search Tips](#) [Browse Topics](#) [8 Recent Searches](#)

"transfer function" or regress*	Citation and document text <a href="#"></a>
AND <a href="#"></a> promot* OR advertis* OR marketing	Citation and document text <a href="#"></a>
AND <a href="#"></a> effect* OR impact	Citation and document text <a href="#"></a>
AND <a href="#"></a> lag	Citation and document text <a href="#"></a>

[Add a row](#) | [Remove a row](#)[Search](#) [Clear](#)Database: [Multiple databases...](#)  [Select multiple databases](#)Date range: [Before this date...](#)  01/01/2000 [About](#)Limit results to:  Full text documents only  Scholarly journals, including peer-reviewed  [About](#)[More Search Options](#) ^ [Hide options](#)

AND <a href="#"></a>	Publication title: Market* OR advert* OR statist*	<a href="#">Browse publications</a> <a href="#">About</a>
AND <a href="#"></a>	Subject:	<a href="#">Browse subjects</a>
AND <a href="#"></a>	Company/Org:	<a href="#">Browse companies</a>
AND <a href="#"></a>	Person:	<a href="#">Browse people</a>
AND <a href="#"></a>	Location:	<a href="#">Browse locations</a>
AND <a href="#"></a>	Classification code:	<a href="#">Browse classification codes</a>
AND <a href="#"></a>	NAICS:	<a href="#">Browse NAICS codes</a>
AND <a href="#"></a>	Document Type: Any document type <a href="#"></a>	

Publication type: [All publication types](#)

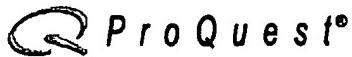
Sort results by:

Results per page:

Copyright © 2005 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

[Text-only interface](#)




[Return to the USPTO NPL Page](#) | [Help](#)
[Basic](#) [Advanced](#) [Topics](#) [Publications](#) [My Research](#)  
 0 marked items

 Interface language:  
 English

Databases selected: Multiple databases...

[What's new](#)

## Results

1492 documents found for: ("transfer function" OR regression) AND (promot\* OR advertis\* OR marketing) AND (effect\* OR impact) AND (correlat\*) AND PDN(<1/1/2000) AND PUB (Market\* OR advert\*)

[Set up Alert](#) [About](#)
[All sources](#)  [Scholarly Journals](#) [Trade Publications](#)
 Mark  0 marked items: Email / Cite /  
 all Export

 Show only full  
 text

 Sort results by: [Most relevant first](#)

1. **Confidence Interval for the Total Advertising Impact and Its Mean Duration Under Koyck Models**  
*McCann, John M., Morey, Richard C., Raturi, Amitabh S.. Academy of Marketing Science. Journal. Greenvale: Fall 1991. Vol. 19, Iss. 4; p. 333 (8 pages)*

 [Abstract](#)

2. **Advertising Effects -- More Methodological Issues; A Commercial Perspective on Advertising Modelling as Presented by Dr. Hooley et al; A Reply**  
*Broadbent, Simon, OHerlihy, Callaghan, Wilson, Nick, Hooley, Graham J.. Market Research Society. Journal of the Market Research Society. Apr 1988. Vol. 30, Iss. 2; p. 225 (10 pages)*

 [Abstract](#)

3. **UNOBSERVABLE EFFECTS AND BUSINESS PERFORMANCE**  
*ROBERT JACOBSON. Marketing Science (1986-1998). Linthicum: Winter 1990. Vol. 9, Iss. 1; p. 74 (12 pages)*

 [Article image - PDF](#)
 [Page Image - PDF](#)
 [Abstract](#)

4. **CROSS-SECTIONAL ESTIMATION IN MARKETING: DIRECT VERSUS REVERSE REGRESSION**  
*WILFRIED R VANHONACKER, DIANA DAY. Marketing Science (1986-1998). Linthicum: Summer 1987. Vol. 6, Iss. 3; p. 254 (14 pages)*

 [Article image - PDF](#)
 [Page Image - PDF](#)
 [Abstract](#)

5. **Cross-Sectional Estimation in Marketing: Direct Versus Reverse Regression**  
*Vanhonacker, Wilfried R., Day, Diana L.. Marketing Science. Linthicum: Summer 1987. Vol. 6, Iss. 3; p. 254 (14 pages)*

 [Abstract](#)

6. **Collinearity, Power, and Interpretation of Multiple Regressi**  
*JMR, Journal of Marketing Research. Chicago: Aug 1991. Vol. 28, Iss. 3; p. 268 (13 pages)*

 [Page Image - PDF](#)
 [Abstract](#)

7. **Ad Processing and Persuasion: The Role of Brand Identification; ABSTRACT**  
*Eleonora Curlo, Robert Chamblee. Psychology & Marketing (1986-1998). New York: May 1998. Vol. 15, Iss. 3; p. 279 (21 pages)*

 [Article image - PDF](#)
 [Page map](#)
 [Abstract](#)

8. **Feelings Evoked by Warm, Erotic, Humorous or Non-Emotional print Advertisements for Alcoholic Beverages."**

Geuens, M. and P. De Pelsmacker. *Academy of Marketing Science Review*. Vancouver: 1998. Vol. 1998; p. 1

 [Full text](#)

 [Abstract](#)

- 
9. **The Power and Politics of Sales Forecasting: Uncertainty Absorption and the Power of the Marketing Department**  
Piercy, Nigel F.. *Academy of Marketing Science Journal*. Greenvale: Spring 1989. Vol. 17, Iss. 2; p. 109 (12 pages)
-  [Abstract](#)
- 
10. **Distinguishing Among Competing Theories Of The Market Share**  
Jacobson, Robert. *Journal of Marketing*. Chicago: Oct 1988. Vol. 52, Iss. 4; p. 68 (13 pages)
-  [Page Image - PDF](#)       [Abstract](#)
- 
11. **The Unique Predictive Ability of Sex-Role Identity in Explaining Women's Response to Advertising; ABSTRACT**  
Lynn J Jaffe. *Psychology & Marketing (1986-1998)*. New York: Sep/Oct 1994. Vol. 11, Iss. 5; p. 467 (16 pages)
-  [Article image - PDF](#)       [Page map](#)       [Abstract](#)
- 
12. **The effect of cable penetration upon network audience size in the United States**  
Walburn, Wade B, Yucelt, Ugur. *International Journal of Advertising*. Eastbourne: 1995. Vol. 14, Iss. 1; p. 25 (16 pages)
-  [Abstract](#)
- 
13. **Service firms' international entry-mode choice: A modified**  
Erramilli, M Krishna, Rao, C P. *Journal of Marketing*. Chicago: Jul 1993. Vol. 57, Iss. 3; p. 19 (20 pages)
-  [Full text](#)       [Page Image - PDF](#)       [Abstract](#)
- 
14. **Cigarette Brand Advertising and Consumption in the United States: 1949-1985**  
Wilcox, Gary B.. *Journal of Advertising Research*. New York: Aug/Sep 1991. Vol. 31, Iss. 4; p. 61 (7 pages)
-  [Abstract](#)
- 
15. **Focused Versus General Marketing Strategies in a Religious Setting**  
Busenitz, Lowell, McDaniel, Stephen W., Lau, Chung-Ming. *Journal of Professional Services Marketing*. 1990. Vol. 6, Iss. 1; p. 167 (16 pages)
-  [Abstract](#)
- 
16. **Estimating An Autoregressive Current Effects Model Of Sales**  
Vanhonacker, Wilfried R.. *JMR, Journal of Marketing Research*. Chicago: Aug 1988. Vol. 25, Iss. 3; p. 301 (7 pages)
-  [Page Image - PDF](#)       [Abstract](#)
- 
17. **A MODEL OF BRAND CHOICE AND PURCHASE QUANTITY PRICE SENSITIVITIES**  
LAKSHMAN KRISHNAMURTHI, S P RAJ. *Marketing Science (1986-1998)*. Linthicum: Winter 1988. Vol. 7, Iss. 1; p. 1 (20 pages)
-  [Article image - PDF](#)       [Page Image - PDF](#)       [Abstract](#)
- 
18. **THE EQUITY ESTIMATOR FOR MARKETING RESEARCH**  
LAKSHMAN KRISHNAMURTHI, ARVIND RANGASWAMY. *Marketing Science (1986-1998)*. Linthicum: Fall 1987. Vol. 6, Iss. 4; p. 336 (22 pages)

[Article image - PDF](#)[Page Image - PDF](#)[Abstract](#)

19. **Understanding how product attributes influence product categorization: Development and validation of fuzzy set-based measures of gradedness in product categories**  
*Madhubalan Viswanathan, Terry L Childers.* JMR, Journal of Marketing Research. Chicago: Feb 1999. Vol. 36, Iss. 1; p. 75 (20 pages)

[Text+Graphics](#)[Page Image - PDF](#)[Abstract](#)

20. **Investigating purchase timing behavior in two relates product categories**  
*Pradeep K Chintagunta, Sudeep Haldar.* JMR, Journal of Marketing Research. Chicago: Feb 1998. Vol. 35, Iss. 1; p. 43 (11 pages)

[Text+Graphics](#)[Page Image - PDF](#)[Abstract](#)

21. **Managing multicollinearity**  
*Terry Grapentine.* Marketing Research. Chicago: Fall 1997. Vol. 9, Iss. 3; p. 10 (12 pages)

[Text+Graphics](#)[Page Image - PDF](#)[Abstract](#)

22. **Competitive-component analysis: A new approach to calibrating asymmetric market-share models**  
*Cooper, Lee G, Klapper, Daniel, Inoue, Akihiro.* JMR, Journal of Marketing Research. Chicago: May 1996. Vol. 33, Iss. 2; p. 224 (15 pages)

[Text+Graphics](#)[Page Image - PDF](#)[Abstract](#)

23. **Attitudinal Effects of Ad-Evoked Moods and Emotions: The Moderating Role of Motivation; ABSTRACT**  
*Rajeev Batra, Debra Stephens.* Psychology & Marketing (1986-1998). New York: May/Jun 1994. Vol. 11, Iss. 3; p. 199 (17 pages)

[Article image - PDF](#)[Page map](#)[Abstract](#)

24. **Does competitive environment moderate the market orientation-performance relationship?**  
*Slater, Stanley F, Narver, John C.* Journal of Marketing. Chicago: Jan 1994. Vol. 58, Iss. 1; p. 46 (10 pages)

[Full text](#)[Page Image - PDF](#)[Abstract](#)

25. **Waiting in the emergency room: How to improve patient satisfaction**  
*Mowen, John C, Licata, Jane W, McPhail, Jeannie.* Journal of Health Care Marketing. Summer 1993. Vol. 13, Iss. 2; p. 26 (8 pages)

[Full text](#)[Page Image - PDF](#)[Abstract](#)

26. **Satisfaction and loyalty to suppliers within the grocery trade**  
*Biong, Harald.* European Journal of Marketing. Bradford: 1993. Vol. 27, Iss. 7; p. 21 (18 pages)

[Full text](#)[Page Image - PDF](#)[Abstract](#)

27. **NONISOMORPHISM, SHADOW FEATURES AND IMPUTED PREFERENCES**  
*MORRIS B HOLBROOK, WILLIAM L MOORE, GARY N DODGEN, WILLIAM J HAVLENA.* Marketing Science (pre-1986). Linthicum: Summer 1985. Vol. 4, Iss. 3; p. 215 (19 pages)

[Article image - PDF](#)[Page Image - PDF](#)[Abstract](#)

28. **A macro analysis of the relationship of product involvement and information search: The role of risk**  
*Arjun Chaudhuri.* Journal of Marketing Theory and Practice. Statesboro: Winter 2000. Vol. 8, Iss. 1; p. 1 (14 pages)

[Text+Graphics](#)[Page Image - PDF](#)[Abstract](#)

29. **Time series analysis of daily scanner sales: extraction of trend, day-of-the-week effect and price promotion effect**  
*Fumiyo N. Kondo, Genshiro Kitagawa. Marketing Intelligence & Planning.* Bradford: 2000. Vol. 18, Iss. 2; p. 53

[Full text](#)[Abstract](#)

30. **Success factors of line extensions of fast-moving consumer goods**  
*Edwin J. Nijssen. European Journal of Marketing.* Bradford: 1999. Vol. 33, Iss. 5/6; p. 450

[Full text](#)[Abstract](#)

1-30 of 1492

&lt; First | &lt; Previous 1 2 3 4 5 6 7 8 9 10 Next &gt;

Want an alert for new results sent by email? [Setup Alert](#) [About](#)Results per page:  

## Advanced Search

Tools: [Search Tips](#) [Browse Topics](#) [23 Recent Searches](#)

"transfer function" OR regression	Citation and document text <input checked="" type="checkbox"/>
AND <input checked="" type="checkbox"/> promot* OR advertis* OR marketing	Citation and document text <input checked="" type="checkbox"/>
AND <input checked="" type="checkbox"/> effect* OR impact	Citation and document text <input checked="" type="checkbox"/>
AND <input checked="" type="checkbox"/> correlat*	Citation and document text <input checked="" type="checkbox"/>

[Add a row](#) | [Remove a row](#)[Search](#) [Clear](#)Database:   Select multiple databasesDate range:   01/01/2000 [About](#)Limit results to:  Full text documents only [About](#) Scholarly journals, including peer-reviewed  [About](#)[More Search Options](#) ^ [Hide options](#)AND  Publication title:  [Browse publications](#) [About](#)AND  Subject:  [Browse subjects](#)AND  Company/Org:  [Browse companies](#)AND  Person:  [Browse people](#)AND  Location:  [Browse locations](#)AND  Classification code:  [Browse classification codes](#)AND  NAICS:  [Browse NAICS codes](#)AND  Document Type:  

Publication type:

All publication types

Sort results by: Most relevant first

Results per page: 30

Copyright © 2005 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

[Text-only interface](#)



[Return to the USPTO NPL Page](#) | [Help](#)[Basic](#)[Advanced](#)[Topics](#)[Publications](#)[My Research](#)

0 marked items

Interface language:

English

[What's new](#)

Databases selected: Multiple databases...

## Results

30 documents found for: (regression) AND (promot OR advertis) AND (effectiveness OR impact) AND (correlation) AND PDN(<1/1/2000) AND PUB(Marketing)

[Set up Alert](#) [About](#)[All sources](#)  [Scholarly Journals](#) [Mark all](#)  [0 marked items: Email / Cite / Export](#) [Show only full text](#)Sort results by: [Most recent first](#)

1. **The advertising complaints process: Use or abuse?**  
*Debra Harker, Michael Harker. American Marketing Association. Conference Proceedings. Chicago: 2000. Vol. 11; p. 286 (7 pages)*

 [Text+Graphics](#) [Page Image - PDF](#) [Citation](#)

2. **Relationships between family communication and consumer activities of adolescents: An exploratory study**  
*Kay M Palan. Academy of Marketing Science. Journal. Greenvale: Fall 1998. Vol. 26, Iss. 4; p. 338 (12 pages)*

 [Text+Graphics](#) [Page Image - PDF](#) [Abstract](#)

3. **Ad Processing and Persuasion: The Role of Brand Identification; ABSTRACT**  
*Eleonora Curlo, Robert Chamblee. Psychology & Marketing (1986-1998). New York: May 1998. Vol. 15, Iss. 3; p. 279 (21 pages)*

 [Article image - PDF](#) [Page map](#) [Abstract](#)

4. **The Aad-Ab-PI Relationship in Children: The Impact of Brand Familiarity and Measurement Timing; ABSTRACT**  
*Joseph E Phelps, Mariea Grubbs Hoy. Psychology & Marketing (1986-1998). New York: Jan 1996. Vol. 13, Iss. 1; p. 77 (29 pages)*

 [Article image - PDF](#) [Page map](#) [Abstract](#)

5. **RECOVERING MEASURES OF ADVERTISING CARRYOVER FROM AGGREGATE DATA: THE ROLE OF THE FIRM'S DECISION BEHAVIOR**  
*GARY J RUSSELL. Marketing Science (1986-1998). Linthicum: Summer 1988. Vol. 7, Iss. 3; p. 252 (19 pages)*

 [Article image - PDF](#) [Page Image - PDF](#) [Abstract](#)

6. **Professionalism and attorney attitudes toward legal service advertising**  
*William E Snizek, Kenneth E Crocker. Academy of Marketing Science. Journal (pre-1986). Greenvale: Fall 1985. Vol. 13, Iss. 000004; p. 101 (18 pages)*

 [Page Image - PDF](#) [Citation](#)

7. **Annotated subject index and author/title index volume XX, 1983**  
*Anonymous. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1983. Vol. 20, Iss. 000004; p. 455 (10 pages)*

 [Page Image - PDF](#) [Citation](#)

8. **Modeling sales-advertising relationships: An integrated time series-econometric approach**  
*Robert P Leone. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1983. Vol. 20, Iss. 000003; p. 291 (5 pages)*  
 [Page Image - PDF](#)  [Citation](#)
- 
9. **Firm effects and industry effects in the analysis of market structure and profitability**  
*Frank M Bass, Philippe Cattin, Dick R Wittink. JMR, Journal of Marketing Research (pre-1986). Chicago: Feb 1978. Vol. 15, Iss. 000001; p. 3 (8 pages)*  
 [Page Image - PDF](#)  [Citation](#)
- 
10. **Annotated subject index and author/title index volume XIV, 1977**  
*Anonymous. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1977. Vol. 14, Iss. 000004; p. 627 (12 pages)*  
 [Page Image - PDF](#)  [Citation](#)
- 
11. **Test-retest correlations and the reliability of copy testing**  
*Alvin J Silk. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1977. Vol. 14, Iss. 000004; p. 476 (11 pages)*  
 [Page Image - PDF](#)  [Citation](#)
- 
12. **Exploring territorial differences in the relationship between marketing variables**  
*Dick R Wittink. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1977. Vol. 14, Iss. 000002; p. 145 (11 pages)*  
 [Page Image - PDF](#)  [Citation](#)
- 
13. **Industrial Advertising Effects and Budgeting Practices**  
*Lilien, Gary L.. Journal of Marketing (pre-1986). New York: Jan 1976. Vol. 40, Iss. 000001; p. 16 (9 pages)*  
 [Page Image - PDF](#)  [Citation](#)
- 
14. **The effect of purchase characteristics on postdecision product reevaluation**  
*Frederick W Winter. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1974. Vol. 11, Iss. 000002; p. 164 (8 pages)*  
 [Page Image - PDF](#)  [Citation](#)
- 
15. **Multifirm analysis of competitive decision variables**  
*Albert R Wildt. JMR, Journal of Marketing Research (pre-1986). Chicago: Feb 1974. Vol. 11, Iss. 000001; p. 50 (13 pages)*  
 [Page Image - PDF](#)  [Citation](#)
- 
16. **Annotated subject index and author/ title index volume X, 1973**  
*Anonymous. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1973. Vol. 10, Iss. 000004; p. 461 (11 pages)*  
 [Page Image - PDF](#)  [Citation](#)
- 
17. **Sales--Advertising cross-elasticities and advertising competition**  
*Darral G Clarke. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1973. Vol. 10, Iss. 000003; p. 250 (12 pages)*  
 [Page Image - PDF](#)  [Citation](#)
- 
18. **A laboratory experiment of individual attitude response to advertising exposure**  
*Frederick W Winter. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1973. Vol. 10, Iss. 000002; p. 130 (11 pages)*

[Page Image - PDF](#)[Citation](#)

19. **Children's purchase influence attempts and parental yielding**  
*Scott Ward, Daniel B Wackman. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1972. Vol. 9, Iss. 000003; p. 316 (4 pages)*

[Page Image - PDF](#)[Citation](#)

20. **Multivariate analysis of sales responses of competing brands to advertising**  
*Neil E Beckwith. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1972. Vol. 9, Iss. 000002; p. 168 (9 pages)*

[Page Image - PDF](#)[Citation](#)

21. **Marketing Abstracts**  
*Anonymous. Journal of Marketing (pre-1986). New York: Oct 1970. Vol. 34, Iss. 000004; p. 88 (20 pages)*

[Page Image - PDF](#)[Citation](#)

22. **Estimating marketing policy effects on sales of a frequently purchased product**  
*Donald E Sexton Jr. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1970. Vol. 7, Iss. 000003; p. 338 (10 pages)*

[Page Image - PDF](#)[Citation](#)

23. **Media factors: A review article**  
*Dennis H Gensch. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1970. Vol. 7, Iss. 000002; p. 216 (10 pages)*

[Page Image - PDF](#)[Citation](#)

24. **Advertising Measurement and Decision Making**  
*N Robert Heyer. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1969. Vol. 6, Iss. 000004; p. 506 (2 pages)*

[Page Image - PDF](#)[Citation](#)

25. **Prediction of new product performance: An analytical approach**  
*Henry J Claycamp, Lucien E Liddy. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1969. Vol. 6, Iss. 000004; p. 414 (7 pages)*

[Page Image - PDF](#)[Citation](#)

26. **A simultaneous equation regression study of advertising and sales of cigarettes**  
*Frank M Bass. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1969. Vol. 6, Iss. 000003; p. 291 (10 pages)*

[Page Image - PDF](#)[Citation](#)

27. **The effect of advertising on liquor brand sales**  
*Julian L Simon. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1969. Vol. 6, Iss. 000003; p. 301 (13 pages)*

[Page Image - PDF](#)[Citation](#)

28. **On the Schwerin Analyses of Advertising Effectiveness**  
*J E Fothergill, A S C Ehrenberg. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1965. Vol. 2, Iss. 000003; p. 298 (9 pages)*

[Page Image - PDF](#)[Citation](#)

29. **Research in Marketing**

Breyer, R. F.. **Journal of Marketing (pre-1986)**. New York: Jan 1949. Vol. 13, Iss. 000003; p. 388 (26 pages)

[Page Image - PDF](#)

[Citation](#)

30. **Research in Marketing**

Breyer, R. F.. **Journal of Marketing (pre-1986)**. New York: Jul 1947. Vol. 12, Iss. 000001; p. 103 (23 pages)

[Page Image - PDF](#)

[Citation](#)

1-30 of 30

Want an alert for new results sent by email? [Set up Alert](#) [About](#)

Results per page: **30**

## Advanced Search

Tools: [Search Tips](#) [Browse Topics](#) [15 Recent Searches](#)

regression	Citation and document text	
AND	promot OR advertis	Citation and document text
AND	effectiveness OR impact	Citation and document text
AND	correlation	Citation and document text

[Add a row](#) | [Remove a row](#)

[Search](#) [Clear](#)

Database:   [Select multiple databases](#)

Date range:   01/01/2000 [About](#)

Limit results to:  [Full text documents only](#)

[Scholarly journals, including peer-reviewed](#)  [About](#)

[More Search Options](#) ^ [Hide options](#)

AND  Publication title:  [Browse publications](#) [About](#)

AND  Subject:  [Browse subjects](#)

AND  Company/Org:  [Browse companies](#)

AND  Person:  [Browse people](#)

AND  Location:  [Browse locations](#)

AND  Classification code:  [Browse classification codes](#)

AND  NAICS:  [Browse NAICS codes](#)

AND  Document Type:

Publication type:

Sort results by:  Most recent first

Results per page:  30

Copyright © 2005 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

[Text-only interface](#)




[Return to the USPTO NPL Page](#) | [Help](#)
[Basic](#) [Advanced](#) [Topics](#) [Publications](#) [My Research](#)  
0 marked items

 Interface language:  
 

Databases selected: Multiple databases...

[What's new](#)

## Results

22 documents found for: *(transfer function) AND (promot OR advertis OR marketing) AND (effectiv OR impact OR sale) AND PDN(<1/1/2000) AND PUB(Marketing)*

[Set up Alert](#)
[About](#)
 All sources  Scholarly Journals  Trade Publications

 Mark all  0 marked items: Email / Cite / Export

 Show only full text

 Sort results by:  Most relevant first 

- 
1. **An exposition of the Box-Jenkins transfer function analysis with an application to the advertising-sales relationship**  
*Richard M Helmer, Johny K Johansson. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1977. Vol. 14, Iss. 000002; p. 227 (13 pages)*
- [Page Image - PDF](#)

[Citation](#)
- 
2. **AN EXPOSITION OF THE BOX JENKINS TRANSFER FUNCTION ANALYSIS WITH AN APPLICATION TO THE ADVERTISING SALES RELATIONSHIP**  
*HELMER, RICHARD M., JOHANSSON, JOHNNY K.. JMR, Journal of Marketing Research. Chicago: MAY 1977. Vol. 14, Iss. 2; p. 227*
- [Page Image - PDF](#)

[Abstract](#)
- 
3. **MODELING ASYMMETRIC COMPETITION**  
*GREGORY S CARPENTER, LEE G COOPER, DOMINIQUE M HANSSENS, DAVID F MIDGLEY. Marketing Science (1986-1998). Linthicum: Fall 1988. Vol. 7, Iss. 4; p. 393 (20 pages)*
- [Article image - PDF](#)

[Page Image - PDF](#)

[Abstract](#)
- 
4. **The modest impact of the alcohol beverage warning label on drinking during pregnancy among a sample of African-American women**  
*Janet R Hankin, James J Sloan, Robert J Sokol. Journal of Public Policy & Marketing. Chicago: Spring 1998. Vol. 17, Iss. 1; p. 61 (9 pages)*
- [Text+Graphics](#)

[Page Image - PDF](#)

[Abstract](#)
- 
5. **Understanding cooperative advertising participation rates in conventional channels**  
*Mark Bergen, George John. JMR, Journal of Marketing Research. Chicago: Aug 1997. Vol. 34, Iss. 3; p. 357 (13 pages)*
- [Text+Graphics](#)

[Page Image - PDF](#)

[Abstract](#)
- 
6. **Gaining global insights**  
*Lane H Mann. Marketing Research. Chicago: Summer 1997. Vol. 9, Iss. 2; p. 24 (7 pages)*
- [Text+Graphics](#)

[Page Image - PDF](#)

[Abstract](#)
- 
7. **EMPIRICAL GENERALIZATIONS ABOUT MARKET EVOLUTION AND STATIONARITY**  
*MARNIK G DEKIMPE, DOMINIQUE M HANSSENS. Marketing Science (1986-1998). Linthicum: Summer 1995. Vol. 14, Iss. 3; p. G109 (13 pages)*
- [Article image - PDF](#)

[Page Image - PDF](#)

[Abstract](#)
- 
8. **THE PERSISTENCE OF MARKETING EFFECTS ON SALES**

MARNIK G DEKIMPE, DOMINIQUE M HANSEN. **Marketing Science (1986-1998)**. Linthicum: Winter 1995. Vol. 14, Iss. 1; p. 1 (21 pages)

Article image - PDF

Page Image - PDF

Abstract

- 
9. **Using neural network analysis to evaluate buyer-seller relations**  
Wray, Barry, Palmer, Adrian, Bejou, David. **European Journal of Marketing**. Bradford: 1994. Vol. 28, Iss. 10; p. 32 (17 pages)

Full text

Page Image - PDF

Abstract

- 
10. **Advertising effects and effectiveness**  
Bendixen, Mike T. **European Journal of Marketing**. Bradford: 1993. Vol. 27, Iss. 10; p. 19 (14 pages)

Full text

Page Image - PDF

Abstract

- 
11. **The enigma of cooperative advertising**  
Roslow, Sydney, Laskey, Henry A, Nicholls, J A F. **The Journal of Business & Industrial Marketing**. Santa Barbara: 1993. Vol. 8, Iss. 2; p. 70 (10 pages)

Full text

Page Image - PDF

Abstract

- 
12. **Applications MULTIPRODUCT ADVERTISING BUDGETING**  
PETER DOYLE, JOHN SAUNDERS. **Marketing Science (1986-1998)**. Linthicum: Spring 1990. Vol. 9, Iss. 2; p. 97 (17 pages)

Article image - PDF

Page Image - PDF

Abstract

- 
13. **RECOVERING MEASURES OF ADVERTISING CARRYOVER FROM AGGREGATE DATA: THE ROLE OF THE FIRM'S DECISION BEHAVIOR**  
GARY J RUSSELL. **Marketing Science (1986-1998)**. Linthicum: Summer 1988. Vol. 7, Iss. 3; p. 252 (19 pages)

Article image - PDF

Page Image - PDF

Abstract

- 
14. **REPLY REPLY TO: MANAGING CHANNEL PROFITS: COMMENT**  
ABEL P JEULAND, STEVEN M SHUGAN. **Marketing Science (1986-1998)**. Linthicum: Winter 1988. Vol. 7, Iss. 1; p. 103 (4 pages)

Article image - PDF

Page Image - PDF

Abstract

- 
15. **Management judgement forecasts, composite forecasting models, and conditional efficiency**  
Mark M Moriarty, Arthur J Adams. **JMR, Journal of Marketing Research (pre-1986)**. Chicago: Aug 1984. Vol. 21, Iss. 000003; p. 239 (12 pages)

Page Image - PDF

Citation

- 
16. **Modeling sales-advertising relationships: An integrated time series-econometric approach**  
Robert P Leone. **JMR, Journal of Marketing Research (pre-1986)**. Chicago: Aug 1983. Vol. 20, Iss. 000003; p. 291 (5 pages)

Page Image - PDF

Citation

- 
17. **Forecasting with diagonal multiple time series models: An extension of univariate models**  
Sushila Umashankar, Johannes Ledolter. **JMR, Journal of Marketing Research (pre-1986)**. Chicago: Feb 1983. Vol. 20, Iss. 000001; p. 58 (6 pages)

Page Image - PDF

Citation

- 
18. **Model advertising-sales relationships involving feedback: A time series analysis of six cereal brands**  
David A Aaker, James M Carman, Robert Jacobson. **JMR, Journal of Marketing Research (pre-1986)**. Chicago: Feb 1982. Vol. 19, Iss. 000001; p. 116 (10 pages)

[Page Image - PDF](#)[Citation](#)

19. **Annotated subject index and author/title index volume XIV, 1977**  
*Anonymous. JMR, Journal of Marketing Research (pre-1986).* Chicago: Nov 1977. Vol. 14, Iss. 000004; p. 627 (12 pages)

[Page Image - PDF](#)[Citation](#)

20. **Come comments on spectral analysis in marketing**  
*Christopher Chatfield. JMR, Journal of Marketing Research (pre-1986).* Chicago: Feb 1974. Vol. 11, Iss. 000001; p. 97 (5 pages)

[Page Image - PDF](#)[Citation](#)

21. **An illustration of cross-spectral analysis in marketing**  
*Hiram C Barksdale, Hugh J Guffey Jr. JMR, Journal of Marketing Research (pre-1986).* Chicago: Aug 1972. Vol. 9, Iss. 000003; p. 271 (8 pages)

[Page Image - PDF](#)[Citation](#)

22. **Models for responses of customers with a constant rate**  
*Tarow Indow. JMR, Journal of Marketing Research (pre-1986).* Chicago: Nov 1970. Vol. 7, Iss. 000004; p. 498 (5 pages)

[Page Image - PDF](#)[Citation](#)

1-22 of 22

Want an alert for new results sent by email? [Set up Alert](#) [About](#)Results per page:  [▼](#)

## Advanced Search

Tools: [Search Tips](#) [Browse Topics](#) [15 Recent Searches](#)

transfer function	Citation and document text
AND <input type="checkbox"/> promot OR advertis OR marketing	Citation and document text
AND <input type="checkbox"/> effectiv OR impact OR sale	Citation and document text
<a href="#">Add a row</a>   <a href="#">Remove a row</a>	
<input type="button" value="Search"/> <input type="button" value="Clear"/>	

Database:   [Select multiple databases](#)Date range:   [About](#)Limit results to:  [Full text documents only](#) [Scholarly journals, including peer-reviewed](#) [About](#)[More Search Options](#) ^ [Hide options](#)

AND <input type="checkbox"/>	Publication title:	<input type="text" value="Marketing"/>	<a href="#">Browse publications</a>	<a href="#">About</a>
AND <input type="checkbox"/>	Subject:	<input type="text"/>	<a href="#">Browse subjects</a>	
AND <input type="checkbox"/>	Company/Org:	<input type="text"/>	<a href="#">Browse companies</a>	

AND <input checked="" type="checkbox"/>	Person:	<input type="text"/>	<a href="#">Browse people</a>
AND <input checked="" type="checkbox"/>	Location:	<input type="text"/>	<a href="#">Browse locations</a>
AND <input checked="" type="checkbox"/>	Classification code:	<input type="text"/>	<a href="#">Browse classification codes</a>
AND <input checked="" type="checkbox"/>	NAICS:	<input type="text"/>	<a href="#">Browse NAICS codes</a>
AND <input checked="" type="checkbox"/>	Document Type:	<input type="text"/> Any document type <input checked="" type="checkbox"/>	
Publication type: <input type="checkbox"/> All publication types <input checked="" type="checkbox"/>			
Sort results by: <input type="checkbox"/> Most relevant first <input checked="" type="checkbox"/>			
Results per page: <input type="text"/> 30 <input checked="" type="checkbox"/>			

Copyright © 2005 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

[Text-only interface](#)

